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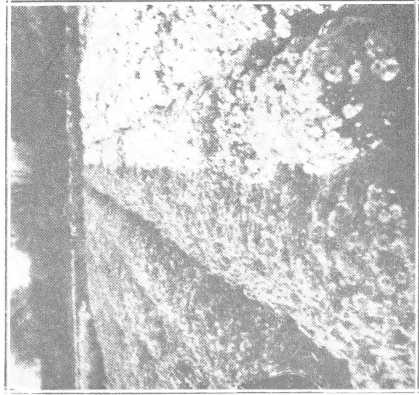


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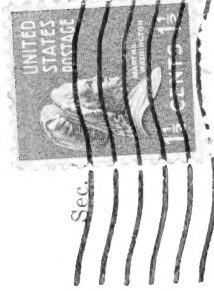
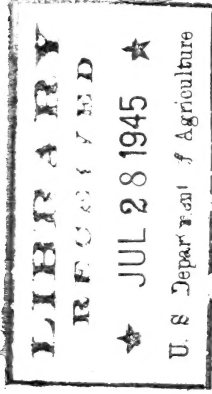
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# C. C. BREECE

DELAWARE, OHIO



Partial View of Our Stock Plants



*Librarian*

*U. S. Dept of Agriculture*

*Washington 25-*

*D. C.*

## HARDY CHRYSANTHEMUMS FOR 1945



## HARDY CUSHION CHRYSANTHEMUMS

This is the most popular and outstanding class of Hardy Mums available today. They produce a truly amazing display of flowers early in the Fall. Hundreds of flowers on a single plant completely hide the foliage. All grow compact and bushy, about 15 inches tall and one and a half feet across. They are self-branching and need no pinching to make short bushy plants.

They flower early, usually about September 10th or 15th, and continue in full display until late October. The flowers are substantial and durable and the usual early October frosts do not harm them for garden display. Flowers are 2½ inches across and semi-double. When mature, all show a yellow center.

### SENSATIONAL AS POT PLANTS

Undoubtedly the Cushion Mums will give the greatest display and are the most easily grown Pot Mums on the market. No pinching or staking is required. And they have loads of flowers. A good 6 inch potted Cushion will carry 200 individual flowers.

### DISPLAY PLANTING

A good display of plants in bloom along the street or highway will sell itself. Their value as an attraction and advertisement of your business is worth many times their cost. Some growers retail thousands during a single fall season. Good plants will sell readily at 50 and 75 cents and single orders of \$20.00 are not uncommon. Figuring cost of production, no water, no coal, no delivery, the net profit will be large. Plant at least 18 by 24 inches.



### Partial View of Our Stock Plants

**NEW RED CUSHION** This New Red Cushion is identical with the other Cushions in time of flowering, in shape and size of flowers, and in growth habit. It grows slightly taller than the other colors. The beautiful deep red flowers are very striking, and a fine addition to the Cushion group.

**COPPER CUSHION** The newest addition to the Cushion group. Color is an iridescent salmon pink with darker tints. It blooms in great profusion and has the same flower form as the others. Growth is heavy and bushy and a little taller than the others.

**CHAMPION CUSHION** This variety has red-bronze or russet-colored flowers. Color is quite distinct from either the Bronze or New Red Cushion. It has the typical Cushion growth and flower habits. 15 inches. In our opinion this variety has better qualities than the Bronze and should replace it.

**MAJOR CUSHION** This is a new pink. Color is a deep pink, petals and foliage are heavy and substantial. It should replace the Pink Cushion. It has the usual Cushion freedom and earliness of bloom. 12 inches.

### ROOTED CUTTINGS

	100	1000
<b>PINK CUSHION</b>	\$4.00	\$35.00
<b>BRONZE CUSHION</b>	4.00	35.00
<b>WHITE CUSHION</b>	4.00	35.00
<b>YELLOW CUSHION</b>	4.00	35.00
<b>NEW RED CUSHION</b>	5.00	45.00
<b>CHAMPION CUSHION</b>	5.00	45.00
<b>MAJOR CUSHION</b>	7.00	65.00
<b>COPPER CUSHION</b>	7.00	65.00

## SALES NOTES

**SPRING SALES.** Many retailers neglect the promotion of Hardy Mums during this season. However, it is well to remember that most of your customers come to your sales place during April, May and June. A display group of only a few hundred potted plants, complete with a simple sign of "Hardy Chrysanthemums" will boost sales. Variety names and prices should be clearly displayed and easily read. In small quantities, the plants may be sold directly from the greenhouse bench or from the cold-frame. The usual price on 2¼ inch is \$2.50 per doz. for the older, standard varieties. Our rooted cuttings will be pot-bound and ready to sell within 3 to 5 weeks after potting. Sales should continue throughout June and early July.

**FALL SALES.** Most Hardy Mums are sold as dug directly from the field. However, to handle large quantities, it is better to dig the plants from the field and heel them in a display bed of sand, peat, sawdust, or soil. Better display is secured and much of the salesman's time is saved. Also the plants may be watered and sold with the roots moist. This is important in dry Fall seasons.

Many growers realize quite large returns from the cut flowers. Retailing them on a cash and carry basis is good business. And there is a good profit in it. The flowers are easily grown and sold.

**PROFITS.** In these days of wartime conditions and help shortages, the retailer must plan what he can grow and sell easily, and with a profit. The culture of Hardy Mums is so simple that they can be grown by everyone, anywhere, if they secure our strong, well-rooted cuttings free from disease and insects. We are specialists in the propagation of Hardy Mum rooted cuttings. All stock is in first-class condition when shipped; and all our varieties are money-makers.

## NOTES ON POT CULTURE

For big 6 or 8 inch pot plants the cuttings should be potted in May. Good 5 inch may be produced from early or mid-June potting. There is a growing trend now to pot three cuttings directly into the large pots. This saves potting into 2 or 3 inch, but the watering must be carefully watched. It is very easy to keep too wet. Good 2 inch may be shifted to the large pots in late June and July, and are easier to handle.

After the plants are established in the large pots, they may be carried along in the greenhouse, or plunged in outdoor frames. Some growers lift plants from the field in late August but the plants must be shaded and syringed the first week after potting, to avoid loss of foliage.

**WATER.** Possibly the most important and most neglected item in the culture of pot Mums. Water sparingly until the plants are partially pot bound. After the buds set, do not allow to wilt at any time. Do not allow the plants to root through the pots into soil beneath the pots.

**FERTILIZER.** Any ordinary potting soil will do. Avoid the sandy types as such require more water. After the plants are 4 to 6 inches tall, feed at intervals of 2 or 3 weeks with medium strength commercial fertilizer. Leaf burn will result from too much. Do not feed after buds show color.

**INSECTS.** Nicotine spray will take care of aphids and thrip. Plants with mildew should not be potted. We can guarantee our stock as 100% free of this pest.

**SPACING.** Whether the plants are growing out doors or inside, they should never be crowded. Allow plenty of air and light on all sides. This is quite important in late summer when the plants are of large size.

# THE NEW UNIVERSITY OF CHICAGO

## HARDY CHRYSANTHEMUMS

This group introduced two years ago has won immediate acceptance. The varieties we list are all excellent cut flowers. They flower in profusion and are in full bloom from mid-September on, at least a week or ten days earlier than the main crop of the older varieties. These varieties are naturally of a longer stem-length than the Minnesota varieties; but these Chicago Mums are not top heavy. Growth is strong and erect.

**BARBARA SMALL** A double, incurved flower, nearly 3 inches across. Color is dark lavender pink; darker than Lavender Lady and lighter than Jewel. Flowers freely and bunches nicely. Height  $2\frac{1}{2}$  feet.

**CALENDULA** A bright golden yellow double flower of  $2\frac{1}{2}$  inches. Flowers freely and bunches nicely. Color and flower form similar to Algonquin, but grows stronger and taller. This seems to fill the need for a No. 1 early yellow Hardy Mum for cut flowers. Height  $2\frac{1}{2}$  ft.

**HARBINGER** A double pompon flower of  $2\frac{1}{4}$  inches. Color yellow suffused with bronze and apricot tints. Flowers freely and bunches nicely. Height  $2\frac{1}{2}$  feet.

**POLAR ICE** A pure white double flower of 3 inches. Grows  $2\frac{1}{2}$  ft. tall, flowers freely and bunches nicely. This flower is pure white at all times, without the cream center in young flowers, as is found in Avalanche. The petal arrangement is more loose than in Avalanche, and Polar Ice will show an open center when fully mature. Growth habit is tall and erect which makes it easier to bunch than Avalanche. We would say that this is the outstanding variety in the Chicago list, and that it is a fine addition to the white Hardy Mums.

**ROBERT BRYDON** A garnet red, double flower of  $2\frac{1}{2}$  inches. Growth is somewhat more bushy than the other Chicago varieties. Flowers in great profusion. Height 2 ft.

### ROOTED CUTTINGS

\$1.75 per 10 — \$12.00 per 100

**Guarantee—** We guarantee our Chrysanthemum cuttings to be clean and healthy, free of Midge or other insects, and to be well rooted and carefully packed.

**Our Stock Plants are Field Grown and State Inspected.**

# HARDY CHRYSANTHEMUMS

## ROOTED CUTTINGS

25 will be sold at the 100 rate.

Not less than 25 of an item accepted unless priced per 10.

**ALGONQUIN** An especially fine variety. Golden yellow double flowers. 2½ inches across, carried in fine sprays of good length. Excellent for cut flowers, pot plants or garden display. Fine color, excellent growth habit and earliness of flowering combine to make this an outstanding early hardy variety. 1½ feet, September 15.

Rooted cuttings — \$4.00 per 100

**AVALANCHE** A large, 3½ inch flower, perfectly double, pure white when mature. Young flowers show a cream center. Grows 2 ft. tall, and branches much like the Annual Asters. Single flowers may be used for basket work, and are excellent for funeral sprays. Avalanche should be No. 1 on the list of any retail florist. Flowers freely September 20.

Rooted cuttings — \$7.00 per 100

**BONFIRE** A fine dark red double pompon flower of 2 inches. Grows 2 ft. tall, bunches easily. Flowers Oct. 5. This is an excellent cut flower, grows vigorously, flowers freely, and is perfectly hardy.

Rooted cuttings — \$6.00 per 100

**CALIPH** An iridescent dark red double flower of 2½ inches. The color attracts much attention. Grows vigorously, tall and erect, 2½ ft. Flowers freely. Bunches nicely. Oct. 5.

Rooted cuttings — \$4.00 per 100

**CHIPPEWA** A University of Minnesota variety. Very dark pink or mallow-purple incurved flowers of 3 inches. Sept. 20. Grows sturdy and erect, 2 ft. tall. Chippewa was given considerable publicity last year and became quite popular. Good cut flower.

Rooted cuttings — \$1.50 per 10 — \$10.00 per 100

**DULUTH** A University of Minnesota variety. Has a bright canary yellow, semi-double flower of 2¼ inches. Flowers very early, Sept. 15. Grows 1½ ft. tall and erect. Bunches nicely, though a little short. Every retail florist should have this, as many times these early flowers, though short, are worth much more than the longer-stemmed main crop varieties.

Rooted cuttings — \$4.00 per 100

**DUPONT** It has large double flowers on stocky erect plants. Mass color effect is apricot yellow. Flowers are suffused with bronze tints. 3½ inch flower. 2 feet. October 5. Good cut flower.

Rooted cuttings — \$8.00 per 100

**EARLY BRONZE** A short, sturdy, well-branched plant having small ball-shaped yellow bronze flowers of 1 inch. Quite early and dependable, and always gives a good display. Good pot plant. Good short cut flowers. 1½ feet. September 10.

Rooted cuttings — \$4.00 per 100

**LAVENDER LADY** Beautiful pure lavender double flowers of 3 inches. This is a variety of perfect growth habit and flower form. It is a favorite with the public. Excellent cut flower. 2 ft. Oct. 5.

Rooted cuttings — \$6.00 per 100



**LAVENDER LASSIE** A pompon flower of 2 inches. Lavender color is identical with Lavender Lady. Has a branching, bushy habit, and flowers very freely, Oct. 1. Height 2 ft.

Rooted cuttings — \$1.50 per 10 — \$10.00 per 100

**MARJORIE MILLS** A low bushy variety of the Cushion type. Flowers are semi-double, 2½ in. of a bright brick red. Shows a yellow center when mature. Color is quite striking, and different from any of the true Cushions. Very good for borders or mass garden effects. 15 inches tall. Flowers very freely in a true Cushion mound. October 1.

Rooted cuttings — \$8.00 per 100

**ORCHID SPOON** A lilac, double 3 inch flower, with spoon-shaped petals. Grows 2½ feet tall, blooms very freely about October 7. Makes an excellent cut flower.

Rooted cuttings — \$4.00 per 100

**RED RIDING HOOD** A large 3½ inch full double flower of iridescent bright red. Strong sturdy growth of 2½ ft. Flowers Oct. 12. This is a good cut flower. It is similar to Red Velvet. Though it has not had much publicity, we consider Red Riding Hood to be the best large double red available.

Rooted cuttings — \$8.00 per 100

**RED VELVET** Sturdy, erect plant of 2 feet, with double dark crimson flowers. Flowers in early October. Good cut flower. Has the neat trim growth habit of Dupont and flowers similar to Caliph, though larger and darker. This variety had a great deal of publicity last season and there will be a very good retail demand for it this year.

Rooted cuttings — \$8.00 per 100

**ROSE GLOW** Rose pink, near double flowers of 1½ inches are carried in great profusion. Bushy growth. Excellent cut flower. The color is very striking and the abundance of bloom is amazing. This is a truly superb variety. 2 feet. September 25.

Rooted cuttings — \$4.00 per 100

**RUBY POMPON** Crimson pompon flower of 2 inches. Oct. 5. Height 2½ ft. Grows vigorously and erect. Good cut flower and bunches nicely. Deserves to be classed among the best.

Rooted cuttings — \$8.00 per 100

**SEPTEMBER BRONZE** This is an exceptionally good variety. Good foliage, strong vigorous, bushy growth of 18 inches, and great numbers of flowers carried well above the foliage typify this variety. Button flowers of 1 inch are bright bronze red with points of yellow. Blooms late September. We believe it deserves the highest recommendation.

Rooted cuttings — \$6.00 per 100

**WELCOME** A University of Minnesota variety. Dark rose pink, semi-double flowers of 2¼ in. Flowers very early Sept. 15; grows erect 1½ ft. tall. Good cut flower, though somewhat short. A fine variety for the retail florist.

Rooted cuttings — \$4.00 per 100

**WHITE SPOON** A pure white double 3½ inch flower with spoon-shaped petals. Grows 3 feet tall, blooms freely about October 7, and is an excellent cut flower.

Rooted cuttings — \$4.00 per 100

**YELLOW SPOON** A fine clear golden yellow 3½ inch double flower with spoon-shaped petals. Grows 2½ feet tall, blooms freely about October 7. Makes an excellent cut flower.

Rooted cuttings — \$4.00 per 100



### **PACIFIC GIANT DELPHINIUMS**

This sensational new strain of Delphiniums is now recognized as the finest strain of Hybrids available today.

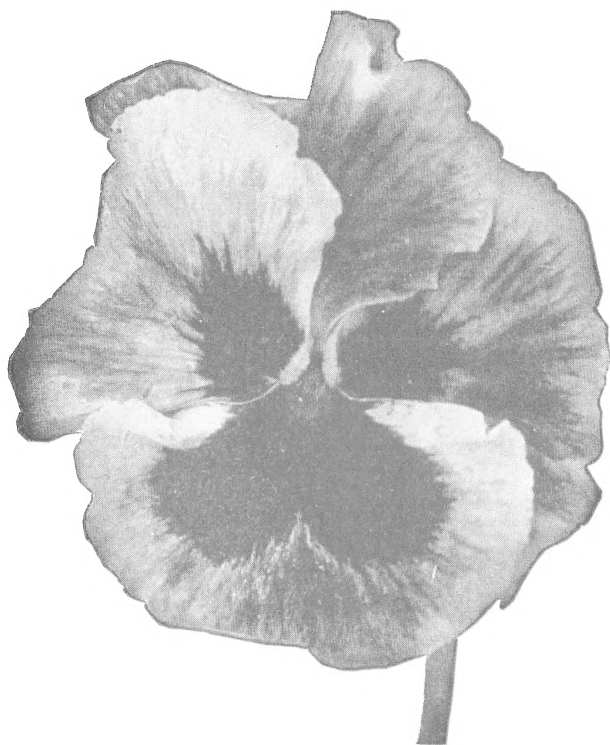
The individual florets are of immense size, many being well over two inches across. Practically all of the flowers are double and the colors range through many new tones and shades. The plants grow to a height of five feet, and many have flowers for 3 ft. or more of their length. Stalks are tough and do not break easily in the wind. Foliage is mildew-resistant.

#### **MIXED BLUE SHADES**

SEED:  $\frac{1}{4}$  oz. \$2.50; 1 oz. \$9.00

PLANTS:  $2\frac{1}{4}$  in. potted; May delivery \$10.00 per 100

(Belladonna Delphinium listed on next page)



## PANSY SEED

### BREECE'S IMPROVED SWISS GIANTS

Flowers of this strain are of large size and wonderful color combinations. Plants grow compact, have long flower stems and bloom very freely. This strain is our own special mixture, produced with the experience of over 30 years as Pansy Specialists.

#### QUALITY UNSURPASSED

¼ oz. \$2.00; ½ oz. \$3.75

1 oz. \$7.00; 4 oz. \$25.00

**Remember:** a January or February sowing inside will make saleable plants for May sales.

Sorry, no plants available.

## DELPHINIUM

### BELLADONNA IMPROVED

Clear, light blue flowers on 4 to 5 ft. plants. Better color and larger flowers than the old type Belladonna. Most useful cut flower Delphinium.

#### SEED

½ oz. \$1.50; 1 oz. \$2.50; 4 oz. \$8.50

#### PLANTS

Strong, August-sown, field-grown seedlings \$12.50 per 1000

Extra-strong, forcing grade size \$25.00 per 1000.

## HARDY CHRYSANTHEMUMS FOR CUT FLOWERS

Great attention has been given to the hardy Chrysanthemums in recent years. New introductions have shown much improvement in earliness of flowering, and variety of colors and types. There are now many varieties flowering in September and early October which make first class cut flowers. They can be sold in direct competition to cloth house Pompons. The cost of production of such hardy Mums is only a small fraction of regular cloth house shaded stock. Production has run two 10 oz. bunches to a plant on some varieties. Many growers would profit greatly by better acquaintance with the hardy varieties. We feel assured that a well grown trial plot will convince anyone of their possibilities.

Due to general conditions and scarcity of labor in particular the Hardy Mums offer a promising outlook. By use of hardy varieties much time, labor and expense may be saved. While the outdoor crop is not usually quite the equal of choice indoor stock, all factors of labor and expense are in favor of the Hardy Mums. And the grower-retailer who has his own flowers is much more favorably situated than the one who must depend on the market. The present outlook is that market conditions will continue with high prices and short supplies.

The usual method is to plant in the field in late May or early June. Set 15 to 18 inches apart in the row and the rows 24 or 30 inches apart. With hand cultivation, good stock may be produced as close as 10 by 20 inches. Keep the soil cultivated and the weeds down.

Growers who sell to the wholesale trade usually plant in beds. Beds are 4 to 4½ ft. across and the plants are set 8 by 8 inches. Usually 3 lbs. of fertilizer per 100 sq. ft. is worked into the ground before the plants are set. And an additional light application when the plants are 10 to 12 inches tall. Beds should be level both ways. Water when needed, and keep cultivated the first half of the season. Use a framework of stakes and wire and a cloth cover, if necessary, to avoid frosts. A single wire about 2 ft. from the ground on either side of the bed is all that is needed to support the hardy varieties.

**BUNCHING.** This is important and some experience and care is needed. Cut stems as long as possible, but avoid the lower hardwood. Hold in water, out of drafts, over night. Remove the lower leaves. Weigh bunches to 9 or 10 oz. Tie the lower ends securely. Grade out all old or damaged flowers and all non-flowering branches. Appearance of the finished bunches is important. If they are shipped, pack securely but do not crowd too much. And do not put too much weight in a single carton.

The time to set varies with the locality. Here they should be set in late May or early June. All rooted cuttings should be potted or transplanted before setting in the open field. Coldframe culture for 2 or 3 weeks before setting is very good.

Our list of varieties has been reduced to the most outstanding sorts. We have retained all the good early cut flower varieties.

## CONDITIONS OF SALE

We accept all orders upon condition that they shall be void should injury befall the stock from frost, fire, hailstorms, or other causes, over which we have no control.

We endeavor to keep varieties true to name, and will replace any stock not true. But we do not, in any way, guarantee the success of the grower. In event of untrue stock, our liability must be limited to invoice value at time of shipment.

Our responsibility ends upon delivery of stock in good order to the forwarding company. When losses occur, claims should at once be made on the transportation company by the consignee.

Complaints must be made in writing to our office within ten days after receipt of goods.

## SHIPPING DIRECTIONS

All shipments made by Railway Express, unless otherwise ordered. If wanted by Parcel Post, remit for postage with order.

## TERMS: CASH WITH ORDER

25 of an item sold at 100 rate; 250 at 1000 rate.

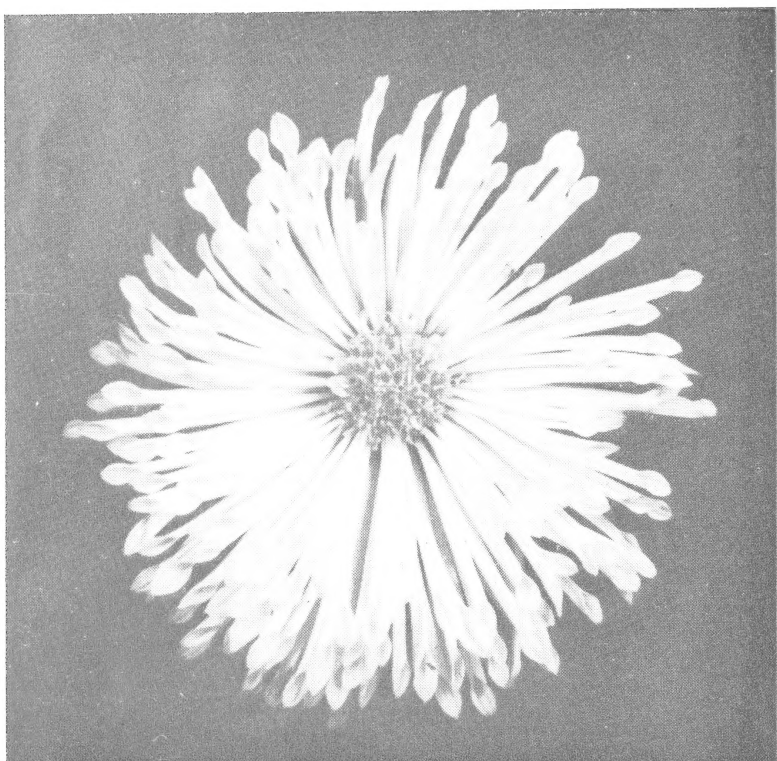
No order accepted for less than 25 of an item, unless it is priced per 10.

All stock priced F. O. B. Delaware, Ohio.

# C. C. BREECE

## DELAWARE

## OHIO



## HARDY SPOON CHRYSANTHEMUM

An interesting and popular new form of the Chrysanthemum flower.

Orchid, Yellow, and White Spoons listed on page 7.

# C. C. BREECE

DELAWARE

OHIO